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Taobao and Yahoo! JAPAN Launch Cross-Border E-Retail Initiatives to Broaden Consumer Choice and Foster Small Business Growth

Initiatives expected to create jobs through e-commerce and increased potential for exporting

HANGZHOU, China, May 10, 2010 – Taobao, a subsidiary of Alibaba Group, and Yahoo! JAPAN (TSE/JASDAQ: 4689) will launch on June 1 complementary cooperative e-commerce initiatives that will broaden consumer choice while at the same time help small businesses in their respective countries recover more rapidly from the recent global financial crisis.

Through these initiatives, Chinese small businesses on Taobao will offer quality products via e-retail to consumers in Japan, which is one of the most discerning consumer markets in the world; while Japanese merchants on Yahoo! JAPAN Shopping will have access to increasingly sophisticated Chinese consumers. In addition to offering their respective consumers more choices, Taobao and Yahoo! JAPAN expect the new offerings will create jobs by helping to increase small business growth through e-commerce and by opening wider markets for goods and services for domestic merchants by facilitating their access to overseas sales.

“We are pleased to help Japanese small businesses sell their products to China on our Taobao platform as we believe more choice is a good thing. As a result of this initiative, our respective customers will eventually be able to choose from millions of products from China and Japan,” said Jack Ma, chairman and CEO of Alibaba Group. “In addition to providing our respective consumers with broader choices, both Alibaba Group and SoftBank also understand the power of e-commerce to change the fortunes of small businesses for the better and that’s why we have decided to create a solution that brings about benefits for both the small businesses and the consumers in China and Japan, and around the world.”

“We expect that the Asian economy will continue to grow further led mainly by China and Japan, and that the Internet business and e-commerce business will be the core of that growth,” said Masayoshi Son, chairman and CEO, SoftBank Corp, and chairman of the Board, Yahoo! Japan Corp. SoftBank is the largest shareholder in Yahoo! JAPAN with a nearly 41 percent interest.

“Offering equal opportunities for small and medium-sized businesses is vital to maintaining sustainable growth. The new service we launch in June will provide the optimal platform for all small and medium-sized businesses to engage in cross-border e-commerce, and make cross-border shopping environments possible for customers as they do business as usual. Through this partnership, we want to bridge both countries and contribute to Asia’s economic growth centered within a China-Japan economic zone.”



Taobao-owned TaoJapan, the Chinese-language platform offering Japanese products to Taobao users, and Yahoo! JAPAN's China Mall, the Japanese-language platform offering Chinese products to Yahoo! JAPAN shoppers, plan to offer 8 million and 50 million product listings, respectively, at launch on June 1st. The design of these new services will allow consumers on Taobao and Yahoo! JAPAN to buy and sell using systems and procedures that are already familiar to them. Specifically, the merchants will continue to list products and process sales in their native languages while buyers will be able to pay for purchases using existing e-payment solutions such as Alipay.

Taobao and Alibaba.com Japan Co., Ltd. will jointly operate TaoJapan. Taobao will operate the website and Alibaba.com Japan will serve as fulfillment service provider for Yahoo! JAPAN China Mall. Alibaba.com Japan is a joint venture between Alibaba.com (HKSE: 1688, 1688.HK), the world's largest business-to-business e-commerce platform, and SoftBank Corp.

Alibaba Cloud Computing, a subsidiary of Alibaba Group and developer of an advanced data-centric cloud computing service platform, will provide support to both parties in this new initiative. Alibaba Cloud Computing serves an important role in the e-commerce ecosystem by providing a comprehensive suite of Internet-based computing services, which include e-commerce data mining, high-speed massive e-commerce data processing, and data customization. Alipay, an e-commerce payment platform and subsidiary of Alibaba Group, will underpin the cross-border payment system for merchants on both sides of the border.

About Taobao

Launched in 2003, Taobao (www.taobao.com) is the largest Internet retail website in China. It provides the most comprehensive product offering and serves more than 190 million registered users as of April 28, 2010. Transaction volume on Taobao (gross merchandise volume or GMV) exceeded RMB200 billion (US\$29 billion) in 2009. According to government statistics, online retail equaled approximately 1.98 percent of China's total retail trade in 2009. Taobao is the primary online shopping destination for the largest online population in the world.*

Taobao is wholly owned by Alibaba Group.

* According to China Internet Network Information Center (CNNIC), China had 384 million Internet users as of December 31, 2009.

About Alibaba Group

Alibaba Group makes it easy for anyone to buy or sell online anywhere in the world. We are a family of Internet-based businesses that includes business-to-business international trade, online retail and payment platforms and data-centric cloud computing services. The Group was founded in 1999 by Jack Ma, a pioneer who has aspired to help make the Internet accessible, trustworthy and beneficial for everyone. The privately held Alibaba Group reaches Internet users in more than 240 countries and regions, and employs 17,000 people in more than 60 cities in Greater China, Japan, Korea, the United Kingdom and the United States.

About Yahoo! JAPAN

Yahoo! JAPAN is operated by Yahoo Japan Corporation (Listed on 1st Section of Tokyo Stock Exchange/JASDAQ; stock code 4689; headquartered in Minato-ku, Tokyo; established on January 31, 1996; President & CEO Masahiro Inoue). A comprehensive information site, it boasts approximately 52.11 million unique users monthly* and about 2.03 billion page views daily. It includes search, content, community, e-commerce, and mobile services among its many services.

* Nielsen Online's NetView JP, March 2010, access from home or office, excluding Internet application.

About Alipay

Alipay is China's leading online payment solution, enabling individuals and businesses to execute payments online in an easy, safe and secure manner. Alipay had a registered user base of over 300 million as of March 2010. Alipay partners with banks to provide an escrow service for payments, which reduces the settlement risks faced by Alipay's customers in their e-commerce transactions. Alipay, headquartered in Hangzhou, was founded by Alibaba Group in 2004.

Alipay is wholly owned by Alibaba Group.

About Alibaba Cloud Computing

Alibaba Cloud Computing was established in September 2009 with the mission of building an advanced data-centric cloud computing service platform. The company is committed to supporting the growth of Alibaba Group and the whole e-commerce ecosystem by providing a comprehensive suite of Internet-based computing services, which include e-commerce data mining, high-speed massive e-commerce data processing, and data customization.

Alibaba Cloud Computing is wholly owned by Alibaba Group.

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